U.S. DEPARTMENT OF COMMERCE
COMMERCE DATA ADVISORY COUNCIL
MEMBERSHIP BALANCE PLAN

1. **Name**: Commerce Data Advisory Council

2. **Authority**: The Secretary of Commerce (the Secretary), having determined that it is in the public interest in connection with the performance of duties imposed by law on the Department of Commerce (Commerce), established within the Economics and Statistics Administration, the Commerce Data Advisory Council (CDAC), in accordance with the provisions of the Federal Advisory Committee Act (FACA), 5 U.S.C., App., as amended.

3. **Mission/Function**: The mission of the CDAC is to provide advice and recommendations on how to make Commerce data easier to find, access, use, and combine with other datasets. Disseminating Commerce data in this way will enable businesses to be more competitive, governments smarter, and citizens more informed – ultimately increasing the value of the Department's data. The CDAC will study and deliberate on a variety of subjects affecting the entire spectrum of Commerce data, to include:

   - Data governance management practices that make it easier to track and disseminate integrated, interoperable data for diverse users.
   - Best practices that can be deployed across Commerce to achieve common, open standards related to taxonomy, vocabulary, APIs, metadata, and other key data characteristics.
   - Policy issues that arise from expanding access to data, including issues related to privacy, latency, and consistency.
   - Opportunities and risks related to the combination of public and private data sources and the development of joint data products and services resulting from public-private partnerships.
   - External uses of Commerce data and similar federal, state, and private data sets by businesses.
   - Methods to enhance communication and collaboration between stakeholders and subject-matter experts at Commerce on data access and use.

4. **Points of View**:

   (a) Experts: Members of the CDAC will be prominent experts in the data industry with recognized expertise in collection, compilation, analysis, and dissemination. As privacy concerns span the entire data lifecycle, expertise in privacy protection also will be represented on the CDAC. Reasonable efforts will be made to ensure members represent the entire spectrum of Commerce data including demographic, economic, scientific, environmental, patent, and geospatial data. Members will be selected from the information technology, business, non-profit, academic communities, and state and local governments. Collectively, their knowledge will include all types of data Commerce distributes and the full

lifecycle of data collection, compilation, analysis, and dissemination. The membership balance plan is not static and may change, depending on the needs of the Secretary and the work of the CDAC). On behalf of the Secretary, the Under Secretary for Economic Analysis (Under Secretary) will coordinate across the Department to:

- solicit proposals for members from knowledgeable sources within the academic, business, non-profit, state and local governments, and privacy-focused communities;
- ensure membership represents, to the extent possible, the maximum number of data communities of interest;
- maximize expertise of up to 20 members by, wherever possible, identifying members who are experts in more than one of the identified fields (e.g. academic and business data communities); and
- base the final selections on the candidates' demonstrated knowledge and achievements in the fields of data entrepreneurship, data science, data academia, data analytics, data privacy, data dissemination, and data management to achieve a balanced membership across those disciplines.

(b) Distribution of Candidates: The CDAC's membership shall be representative of experts in fields related to data collection, analysis, dissemination, and privacy protection. The CDAC's membership shall strive at all times to have equitable representation from the information technology, business, non-profit, state and local governments, and academic communities. Additionally, the core membership of the CDAC may be supplemented and expanded with expertise to help further efforts at achieving delivery of Commerce data such as experts in data manipulation, mapping tools, and user interface. All efforts will be made to select members who are representative of more than one of these categories – such as information technology and business or privacy and dissemination. When it becomes necessary to identify new members of the CDAC, an evaluation will be made of the current makeup of the CDAC's expertise, as well as emerging needs and research, and new members will be identified based on the expertise they will bring to the CDAC's deliberations.

(c) Special Government Employees: As official advisors who support the effective functioning of the Federal Government in a limited-service capacity, CDAC members will be considered Special Government Employees (SGEs) and, therefore, will be subject to the ethical standards applicable to SGEs. Since CDAC members will not have access to classified information, no security clearances are required.

5. **Other Balance Factors**: The primary focus areas for the CDAC are information technology and data dissemination. Additional factors we will consider in the selection of CDAC members includes candidates with proven experience in overseeing industry and public-sector open data implementation efforts, developing open data solutions and tools, performing big data analytics on private- and public-sector data sets, and providing value-added services on public data sets. Consideration will also include, successful executive-level business leaders, including chief data and chief technology officers, entrepreneurs, technology innovators, and other experts drawn from industry, with a demonstrated record of research or support of data collection, analysis, dissemination, and privacy protection. Every

attempt will be made and consideration given to ensure business representation based on a broad geographic spread (based on location of largest set of employees vice incorporation state), large and small business (using 100 employees as the threshold), new and established business (using three years as the benchmark), and types of data discipline (user, collector, packager). Consideration will be given to ensure representatives from academia and state and local government do not duplicate place of origin (university/school for academia and state and city for government). Likewise, representatives from nonprofit community will come from differing major public policy organizations. Nominees will be evaluated consistent with factors specified and their ability to carry out the goals of the CDAC.

6. **Candidate Identification Process**

   (a) Describe the Process: A thorough review of experts is undertaken, and recommendations are sought by the Secretary from the relevant organizations within the Department and among the Secretary's executive staff, current or former CDAC members, and other experts in the fields of dissemination, collection, analysis, and privacy protection. Commerce will identify candidates from within the business, academic, research, government, and nonprofit organizations and perform an evaluation of each candidate's ability to meet the criteria for membership. The Secretary will then make a selection and contact the new candidate regarding interest and availability. Upon acceptance, the Designated Federal Officer (DFO) will then send formal letters of invitation to serve on the CDAC. Finally, the Secretary will issue an appointing letter to each member.

   (b) Identify Agency Staff: The Secretary will make final determinations, with input from the Under Secretary for Economic Affairs, the Chief Data Officer, and other appropriate staff members including the Director, Office of Policy and Strategic Planning.

   (c) CDAC Vacancies: When vacancies occur, replacements will be identified who can best either replicate the expertise of the departing member or to provide the CDAC with a new, identified needed area of expertise. The Under Secretary for Economic Affairs will strive to submit a new member for Secretarial approval no later than six months prior to an expected vacancy or within six months in the case of an unexpected vacancy.

   (d) Membership Term Limit: CDAC members serve for terms of two years and may be reappointed to any number of additional terms. Initial appointments may be for 12-, 18- and 24-month increments to provide staggered terms.

7. **Subcommittee Balance:** The Under Secretary may establish such subcommittees of the members as may be necessary, subject to the provisions of FACA, the FACA implementing regulations, and applicable Commerce guidance. Subcommittees must report back to the committee and do not provide advice or work products directly to the Secretary. The process for determining membership balance of subcommittees is the same as the process for the parent committee.

8. **Other:** All appointments are made without discrimination of any kind.

9. **Date Prepared:** 10/19/16. Updated: 11/16/2016.